

Home Furnishings Calendar 1949

JANUARY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

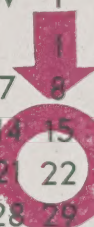
AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
						1 2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

WEEK OF



OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 22 10:00 A.M.	SHOWROOM OPENING BOTANY MILLS, INC. The new street floor showroom and educational exhibit of Botany Mills, Inc., designed by Designs for Business, Inc., will be opened with a press breakfast. This marks the completion of a two-year redesign program which included the complete restyling of the twelve story interior and the erection of a new two story facade. By invitation only. Publicity: Anne Gorman, Franklin Fisher & Associates, Inc., MU. 2-1983.	DESIGNS FOR BUSINESS, INC.	BOTANY BUILDING 16 WEST 46TH STREET
Thursday Sept. 22 3:00 P.M.	ANNIVERSARY PARTY AND MOVIE PREVIEW A first anniversary cocktail party at the Clara Dudley Workshop will be held for the cooperating firms who contribute samples of their merchandise to the Clara Dudley Workshop program. A preview of Alexander Smith's new technicolor film, "Before and After" will be shown. By invitation only. Contact: Mary E. Blake Workshop Coordinator, MU. 9-1300.	ALEXANDER SMITH & SONS CARPET COMPANY	193 EAST POST ROAD WHITE PLAINS, N.Y.
Thursday Sept. 22 3:00 P.M.- 5:00 P.M. Cocktails	NEW GALLERY OPENING A special press showing by invitation only will be held at the opening of new quarters for The New York Circulating Library of Paintings on this date. The gallery has a collection of over 1400 paintings by leading artists and all works in the collection are available for monthly rentals at nominal rates. Contact: Ruth Butler and Eleanor Sadowsky, PL.9-7754. Publicity: Hilda Kassell, PL. 9-2917.	N. Y. CIRCULATING LIBRARY OF PAINTINGS	640 MADISON AVENUE SUITE 242
Thursday Sept. 22 Just out	AMERICAN COTTON HANDBOOK The second revised edition of this practical reference book is just out. It deals with all phases of cotton growing, cellulose, carding, yarn and cloth manufacture as well as dyeing, printing and finishing processes, and is profusely illustrated, with pictures, photomicrographs, diagrams, tables and flow sheets. Contact: H. R. Mauersberger, Textile Book Publishers, MU. 4-1159.	TEXTILE BOOK PUBLISHERS	303 FIFTH AVENUE
Thursday Sept. 22 Just Out	NEW LAMPSHADES OF VINYLITE PLASTIC A new type of lampshade which comes in a wide variety of popular sizes, shapes and colors for both floor and table lamps has been made of Vinylite plastic. This material looks like conventional fabric in texture and appearance. It filters lights in the same way. Its great advantage is that it may be wiped clean in an instant with a damp cloth. Price range is moderate. Publicity: J. M. Mathes, Inc., LE. 2-7456.	ELECTROLITE CORP. OF AM. STEUBENVILLE, OHIO	DEPT. AND FURN. STORES NATIONWIDE
Sept. 22- Oct. 2	BETTER HOMES EXPOSITION, LORD BALTIMORE HOTEL, BALTIMORE, MARYLAND. CONTACT: MR. J. M. BROOKS, 1308 FIDELITY BLDG., BALTIMORE, MARYLAND.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 23	PREVIEW FOR PRESS A preview for the press to show the newly enlarged "Now and Then" shop on the 8th floor will be held all day Sept. 23. This shop will be opened to the public on September 26, coincident with the start of Home Fashions Time. The shop features antiques and bibelots; its stock has just been augmented by shipments of merchandise from Europe. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	38TH & FIFTH AVE.
Friday Sept. 23	HEIFETZ GALLERY The Runkle Furniture Co. will open the Heitfetz Design Gallery - an exhibition of lamps and decorative accessories in individual settings, introduced by Yasha Heifetz, designer and manufacturer. The Gallery will occupy 2025 square feet and will be decorated in room settings, section displays and shadow boxes. This represents a pioneering effort by a manufacturer and specialty store to demonstrate the function of the lamp as an art and utilitarian object in the home. Four lamp groups will be shown: ceramics, woods, metals and a combination of wood and metal. Contact: Paul Lauck, president, The Runkle Furniture Co., York, Penna.	RUNKLE FURNITURE CO.	YORK, PENNSYLVANIA
Friday Sept. 23- Dec. 24	PREVIEW SHOWING OF MODEL ROOMS FOR FALL The annual showing of model rooms for the Fall held at Woodward & Lothrop will feature Kathi Urbach fabric sculptured creations used as the focal point of three of the rooms. Preview for press is on September 23. The rooms will be opened to the public on September 26. Publicity: Frances K. Carter, Max Rogel & Associates, Newark, N.J., MI. 3-8737.	WOODWARD & LOTHROP	11TH & G STS., N.W. WASHINGTON, D.C.
Sept. 24-29	MONTREAL GIFT SHOW, MONTREAL, CANADA.		
Saturday Sept. 24- Oct. 2	FIRST PUBLIC EXPOSITION The dates for this exhibition, originally set for Sept. 10th to 18th, have been advanced to Sept. 24th to Oct. 2nd to coincide with Home Fashion Time. At this time an extensive exhibit of home goods, featuring exhibits by manufacturers and retailers, will be open to the public. The exhibition will consist of model rooms with various educational services in addition. Contact: H.F. Van Horn, Natl. Furn. and Home Furnishings Shows, Inc., 134 Lexington Ave., MU. 5-0218. Publicity: Jack Malloy, Anderson, Davis & Platte, LE. 7-2300.	NATL. FURN. AND HOME FURNISHINGS SHOWS, INC.	GRAND CENTRAL PALACE
Sunday Sept. 25	SPECIAL FEATURE SECTION Special home furnishings section including 20 pages of editorial and 28 pages of advertising will be published on this date. This section will be divided into five parts: Furniture and Room Settings, Fabrics and Wall Coverings, Floor Coverings, Home Appliances and Accessories. Contact: Willella de Campi, The Daily News, MU. 2-1234.	DAILY NEWS	220 EAST 42ND STREET
Sunday Sept. 25	SPECIAL FEATURE SECTION "Today's Home" is the special home furnishings section to be published with the Sunday issue of the Herald Tribune on this date. It will include furniture and decorating trends for the modern home. Contact: Eugenia Sheppard and Ann Pringle, Herald Tribune.	HERALD TRIBUNE	230 WEST 41ST STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Sept. 25	SPECIAL FEATURE SECTION A full newspaper size section included with the Sunday edition of the Times for this date will be devoted to "Home Decoration and its Maintenance". This will cover the wide range of home furnishings with emphasis on furniture, decoration, fabrics, floor coverings, equipment, price scales and so on. Contact: Ivan Veit, N. Y. Times, 229 West 43rd Street, LA. 4-1000, Ext. 523.	N. Y. TIMES	229 WEST 43RD STREET
Sunday Sept. 25- Oct. 9	DEALER DISPLAY AIDS In addition to sixty-five full page advertisements, mostly in full color, scheduled to run in Sunday supplements throughout the country, James Lees & Sons Company are also providing portfolio, mats, display pieces and other helps for dealer tie-ins to coordinate with Home Fashion Time, Sept. 26 - Oct. 1. Publicity: Wilmer P. Cressman, James Lees & Sons Company, Bridgeport, Pennsylvania.	JAMES LEES & SONS CO.	BRIDGEPORT, PENNA.

WEEK BEGINNING MONDAY, SEPTEMBER 26, 1949

Monday Sept. 26 9:00 A.M.- 11:00 A.M. Breakfast	PRESS PREVIEW "The Hawaiian Islands Group" designed by Dorothy Draper for F. Schumacher & Co., will be shown to the press by invitation. Mrs. Draper has taken her cardinal principle of decoration, "bring the outdoors indoors", to the Pacific Islands, creating the patterns and color tones for 10 fabrics, three wall papers, and two carpets to be designated the "Hawaiian" group. These will be officially launched to decorators and consumers during the week of "Home Fashion Time". Publicity: Philip Schuyler, Baldwin & Mermey, MU. 4-4540.	F. SCHUMACHER & CO.	535 MADISON AVENUE
Monday Sept. 26- Sept. 28	PERSONNEL MANAGEMENT LEADERS MEETING Representatives of labor, government and management will address 1500 executives in manufacturing, wholesaling and retailing firms during this three-day meeting under the auspices of the American Management Association's Personnel Division headed by John S. Bugas of the Ford Motor Company. Publicity: Edward K. Moss, American Management Association, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	WALDORF-ASTORIA NEW YORK CITY
Sept. 26- Sept. 28	NATIONAL ELECTRONICS CONFERENCE, EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS. CONTACT: G. H. FETT, UNIVERSITY OF ILLINOIS, URBANA, ILLINOIS.		
Monday Sept. 26- Sept. 30	PREMIUM AND ADVERTISING SPECIALTIES EXPOSITION The annual Premium Show will feature the offerings of more than 250 manufacturers. A symposium on premium products will be held that week. Contact: Arthur Tarshis, exposition manager, LU. 2-4627.	PREMIUM ADV. ASSN. OF AM. N. Y. PREMIUM CLUB	71ST REG. ARMORY 34TH ST. AT PARK
Sept. 26- Sept. 30	PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENNA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N.Y.		
Sept. 26- Sept. 30	FOOD EDITORS CONFERENCE, DRAKE HOTEL, CHICAGO, ILL. CONTACT: MRS. HELEN J. PRAG, SAWYER, FERGUSON & WALKER, 333 NO. MICH. AVE., CHICAGO.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 26 Just open	OPENING OF MODEL ROOMS Woodward & Lothrop's annual display of decorating schemes in House & Garden forecast colors will feature a television room containing Ben Rose drapery fabrics, a specially designed S-shaped sofa manufactured by Cocheo Brothers, and Salterini indoor modern furniture. There will also be platform displays of Ben Rose fabric designs. Publicity: Doris Herzig, Franklin Fisher & Assoc., Inc., MU. 2-1983. Washington contact: James W. Hardey, advertising director, Woodward & Lothrop, Washington, D. C.	WOODWARD & LOTHROP	WASHINGTON, D.C.
Sept. 26- Oct. 1	NATIONAL WINDOW WEEK PROMOTION, NATIONWIDE. PUBLICITY: MISS KIM WISS, STEVE HANNAGAN, 237 PARK AVE., N.Y. 17, PL. 5-2900.		
Sunday Sept. 25- Oct. 1	DECORATION AND FASHION SHOW A decoration and fashion show based on House & Garden's "Live as Well as you Look" theme, launched last year, will be given simultaneously at Frederick & Nelson; Abraham & Straus, Brooklyn; and Stix, Baer & Fuller, St. Louis. During the week of October 2 it will be at Jackson's, Oakland, Calif. and during the week of October 9 at Hudson's, Detroit, Mich., and Macy's, San Francisco, Calif. On October 16 it opens at the Dayton Company, Minneapolis, Minn. Contact: Lucrecia Andujar, House & Garden, LE. 2-7500.	HOUSE & GARDEN 420 LEXINGTON AVE.	FREDERICK & NELSON SEATTLE, WASH.
Monday Sept. 26- Oct. 1	HOME FASHION TIME The theme of Home Fashion Time this year is "Enjoy Living at Home". In order to tie-in with this important home furnishings promotion all you need is to send in an application blank or write on your firm letterhead expressing your desire to participate. A Home Fashion Time booklet has been prepared which tells what was done last year and includes a Blueprint for Action for this year. These booklets are available from the Home Fashions League at 25¢ each for less than 100 copies. Above this figure the cost is less. Consult the Blueprint for Action for ideas on how your firm can best take advantage of this nation-wide promotion. Additional promotional material includes posters in two sizes, a Trends Bulletin summarizing the highlights of all phases of the home furnishings industry fall markets and containing some forty pages covering twenty categories with swatches of trend colors in wallpapers, paints, floor coverings and fabrics coordinated in room schemes. These Bulletins are \$5.00 each. For all material contact: Josephine Brush, Home Fashions League, Inc., 155 East 96th St., New York 28, SA. 2-1839.	HOME FASHIONS LEAGUE	155 EAST 96TH STREET
Tuesday Sept. 27 10:00 A.M.- 12:00 M.	PRESS SHOWING: NEW "K-D" CHAIR The first press showing of the new "K-D" knockdown chair, designed by Robert Mayer, will be held on this date. By invitation only. Breakfast will be served at 10 A.M. Publicity: Anne Gorman, Franklin Fisher & Associates, Inc., MU. 2-1983.	ROBERT MAYER ASSOCIATES	HOTEL ROOSEVELT LIBRARY ROOM
Tuesday Sept. 27 6:30 P.M. Dinner	RECEPTION DINNER A reception from 6:30 to 7:30 P.M., followed by a dinner, will have as its speaker J. Handly Wright of Monsanto Chemical Co., St. Louis. He will discuss "How to Live Up to Advertising." Tickets are \$6.00. Check should accompany request for reservations and should be received by September 24. Contact: Mabel Blake, A.W.N.Y., 1233 Avenue of the Americas, New York 19, N. Y., CI. 5-4149.	ADV. WOMEN OF N. Y.	HOTEL ASTOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 27- Sept. 29 8:00 P.M.- 10:00 P.M.	SERIES OF EVENING FORUMS Home Furnishings Merchandising in collaboration with the civic committee of Bergen County will hold a series of forums on three successive evenings at the Bergen Junior College, Teaneck, N.J., with Charles H. Henders, N.Y.U. faculty member, as moderator. Speakers for the evening of Sept. 27th will be: John Gerald, interior decorator; Mary Monze, American Home magazine; Mary Davis Gillies, McCall's magazine. On Sept. 28th: Mary Burke, rug consultant; Theodore Muller of Muller-Barringer; Virginia Hamill, designer. Sept. 29th: Mary Brandt, home furnishings consultant; Karen Gilesie, assistant professor, N.Y.U.; Donald MacMillan, Interior Design & Decoration magazine. Open to the public free of charge. Publicity: John S. Edwards, Hackensack, New Jersey, Hubbard 7-1230.	HOME FURNISHINGS MERCHANDISING	BERGEN JR. COLLEGE TEANECK, NEW JERSEY
Tuesday Sept. 27	SPECIAL HOME FURNISHINGS FEATURE SECTION A special section devoted to home furnishings and titled "Accent On Interiors" will be published in the issue of the World-Telegram for this date. News, pictures, articles and features will highlight new developments and ideas for making the home more livable. Furniture for every room, radio, television, appliances, kitchen equipment, laundry equipment, floor coverings, paints, roofing, insulation, heating, air conditioning are among the subjects to be included. Advertising deadline: Sept. 23rd. Send photos and editorial material to: Richard A. Murray, advertising director, World-Telegram, 125 Barclay St., N.Y.C., BA. 7-3211.	NEW YORK WORLD-TELEGRAM	125 BARCLAY STREET NEW YORK, N.Y.
Thursday Sept. 29- Jan. 5 7:00 P.M.- 10:00 P.M.	WORKSHOP COURSE IN EXHIBITION AND DISPLAY A course in exhibition and display technique for advanced students and professionals will be held on fifteen consecutive Thursdays. It will deal with visual continuity, special expansion in fixed volumes and discuss three-dimensional design from the point of view of model-building, production and the design of packable units. Tuition, \$50.00. Registration, \$1.50. Publicity: John Gordon, NE. 8-5000.	WARREN NARDIN	BROOKLYN MUSEUM EASTERN PARKWAY
Wednesday Sept. 28- Dec. 14 7:00 P.M.- 8:40 P.M.	SERIES OF TWELVE MAGA- ZINE ARTICLE LECTURES A twelve-week workshop to be held Wednesday evenings will be conducted by Beatrice Schapper and will deal with actual practice in preparation of material for editors of trade, special interest, professional and popular magazines with how-to-do-it guidance. Fee is \$15 for the series. Registration takes place up to September 25 at any branch library; or mail check or money order to Adult Education Office, City College, Convent Avenue & 139th St., New York, N.Y. Contact: Beatrice Schapper, LO.4-2560.	CITY COLLEGE ADULT EDUCATION PROGRAM	ROOM 115 N. Y. PUBLIC LIBRARY
Wednesday Sept. 28- Jan. 4 6:15 P.M.- 8:00 P.M.	NEW COURSE: WRITING FOR WOMEN'S MAGAZINES A course on how to write for women's magazines will be held on fifteen consecutive Wednesdays, beginning on this date. It will be conducted by Florence Brobeck, editor and public relations consultant, under the auspices of the Division of General Education. The course will deal with source materials and background necessary for anyone who wants to write for women in the fields of decoration, antiques, foods, homemaking, and so on. Writing assignments will be given personal criticism and editing. Contact: Miss K. Gault, SP. 7-2000, Extension 788.	FLORENCE BROBECK 21 EAST 9TH STREET	N. Y. UNIVERSITY WASHINGTON SQUARE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 28 Just out	SMORGASBORD COOKBOOK A new cookbook containing over 200 completely new Swedish recipes and written by Anna Olsson Coombs, author of Modern Swedish Cookbook, will be published on this date. These recipes have been adapted to modern cooking methods and American entertaining and utilize foods readily available everywhere. Many of the dishes may be prepared the day before a party and are surprisingly inexpensive. Publicity: Eileen Kelly, PL. 7-7350.	A. A. WYN	23 WEST 47TH STREET
Friday Sept. 30 Just out	HOME ISSUE "Your Home and You", the special home issue of Seventeen Magazine will be out on this date. This is the first in a series of annual projects to stimulate general participation in home affairs such as decorating and cooking among teen agers. National promotional tie-ins have been planned. Publicity: Addie Weinman, PE. 6-1100.	SEVENTEEN MAGAZINE	11 WEST 42ND STREET
Saturday Oct. 1- Oct. 9	NATIONAL ELECTRICAL LIVING WEEK National Electrical Living Week has been designated in conjunction with the second annual National Television and Electrical Living Show to be held on these dates at the Chicago Coliseum. A special trade preview will be held September 30 to give exhibitors an opportunity to hold sales meetings and to present their 1949-1950 lines to dealers and distributors. Promotional plans to build public attendance include the signing of Eddie Cantor to head a cast which will present three full hour shows a day: General Electric's "House of Magic"; and a "Miss Television" with entrants sponsored by exhibitors. Contact: Axel H. Kahn, district manager, General Electric Supply Corp., Chicago, Ill.	ELECTRICAL ASSOCIATION	COLISEUM CHICAGO, ILL.
Sunday Oct. 2	SPECIAL SECTION A full-sized special section with the front page in color will be devoted to home furnishings news, features and advertisements in connection with Home Fashion Time. Contact: Lois Hagen, H.F. Editor, The Milwaukee Journal, Milwaukee, Wisconsin.	THE MILWAUKEE JOURNAL	MILWAUKEE, WIS.

WEEK BEGINNING OCTOBER 3, 1949

Oct. 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT.		
Monday Oct. 3 7:00 P.M.- 9:00 P.M.	EVENING COURSES IN WEAVING The first in a series of evening classes in weaving to be given by Lili Blumenau will be held at this time. Classes are conducted on Monday and Friday evenings from 7:00 to 9:00 and beginners learn the fundamentals in technique and design, such as: setting up looms, basis weaves, drafting of weave constructions, yarn characteristics, color and texture. Advanced students select their own problems, create their own designs and study the more complex hand weaving techniques. These classes are scheduled to continue until the end of May. Fee: \$45 for 15 two-hour sessions. Registration: Sept. 24th, 2:00 to 5:00 P.M. and Sept. 26th through Sept. 28th, 6:00 to 8:00 P.M. at the Weaving Workshop, 53 East 9th Street, New York, N.Y., AL. 4-7363.	LILI BLUMENAU	WEAVING WORKSHOP 53 EAST 9TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 3- April 3 7:00 P.M.	COURSE OF LECTURES ON ADVERTISING A course of twenty-four lectures will be given for the 21st year under the auspices of Advertising Women of New York. Registration is Sept. 28 from 5:45 to 8:30 P.M. at the Astor. Fee for entire course including lectures, field trips and graduation party is \$12. Contact: Hulda Kloenne, AWWNY, 1233 Avenue of the Americas, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR 45TH ST. & B'WAY
Thursday Oct. 4 10:30 A.M. Breakfast	PREVIEW BREAKFAST FOR THE PRESS A press showing of a new collection of clocks for the home, the office and for traveling will be held on this date and breakfast will be served until noon. By invitation only. Publicity: Anne Gorman, Franklin Fisher & Associates, Inc., MU. 2-1983.	PHINNEY-WALKER & SEMCA CLOCK CO.	HOTEL ROOSEVELT LIBRARY ROOM
Oct. 4	REGULAR MEETING OF UPHOL. FURN. MFRS. ASSN, 7:30 P.M., McALPIN HOTEL. CONTACT: IRVING KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Tuesday Oct. 4	FIRST OPEN MEETING The first member group of the Home Fashions League has been formed in Chicago and will hold its first open meeting on Oct. 4. This meeting will be addressed by Harper Richards, industrial designer. The second meeting on Nov. 8 will have Saide Feika of Feika Imports as guest speaker. She will discuss and show merchandise collected on her recent trip to the Orient. Contact: Marian Knapp, Director of Public Relations, National Association of Bedding Manufacturers, 1647 Merchandise Mart, Chicago, Ill.	HOME FASHIONS LEAGUE	CHICAGO, ILLINOIS
Wednesday Oct. 5 Just out	CONTEMPORARY FURNITURE A copiously illustrated, 30-page catalog of this manufacturer's new line of contemporary furniture will be available for distribution to architects, designers and decorators on this date. Copies may be obtained by writing to the above address on professional stationery. Contact: Burton Bernard, Sales Manager, IR. 6-2578.	FUNCTIONAL FURN. MFRS.	53 EAST 34TH STREET
Thursday Oct. 6 9:30 A.M.	ANNUAL INTERNATIONAL ADVERTISING CONVENTION All phases of export advertising will be discussed by specialists in an all-day meeting which includes luncheon and a cocktail party. Registration fee is \$15. Contact: Paul R. Kruming, CO. 7-8993.	EXPORT ADVERTISING ASSN. 20 VESEY STREET	BILTMORE HOTEL CASCADE ROOM
Friday Oct. 7 12:15 P.M. Luncheon	MONTHLY LUNCHEON The second monthly luncheon of the Home Fashions League will have as its speaker Kathi Norris, mistress of ceremonies on "Your Television Shopper", WABD-Dumont. She will discuss how to sell merchandise by television. Luncheon will be in the Henrik Hudson Room as usual. Contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Oct. 8- Oct. 15	NATIONAL WINE WEEK. CONTACT: WINE ADVISORY BOARD, 717 MARKET ST., SAN FRANCISCO 5, CALIF.		
Oct. 9- Oct. 15	NATIONAL BUSINESS WOMEN'S WEEK, 1819 BROADWAY, NEW YORK CITY. CONTACT: NATIONAL FEDERATION OF BUSINESS & PROFESSIONAL WOMEN'S CLUBS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>ADVANCE DATES AND NOTICES</u>			
Monday Oct. 10- Oct. 12	ANNUAL MEETING The 40th annual meeting of the Association of National Advertisers will start on October 10th and run through the evening of October 12th. Howard Chapin, advertising director of the General Foods Corporation is chairman of the program committee and complete program details for the meeting will be announced later. As has been the practice at previous meetings, the first two days of this session will be restricted to association members and invited advertiser guests. On the third day, representatives of advertising media and agencies will also be guests of A.N.A. Publicity: Peter Allport, A.N.A., 285 Madison Ave., OR. 9-4940.	A. N. A.	WALDORF-ASTORIA
Monday Oct. 10 Just out	BOOK ON HOUSE IMPROVEMENT A new book "101 Ways to Increase the Value of Your Home" by F. B. Evans and Dorothy Sara, tells of many improvements that can be made at a minimum of expense without employing expensive professional help. It is illustrated with nearly 100 line drawings; price \$1.50. Publicity: Janet Glennon, CI. 6-1700.	GARDEN CITY PUB. CO.	14 WEST 49TH ST.
Oct. 10- Oct. 15	NATIONAL CRANBERRY WEEK. CONTACT: ELLEN STILLMAN, NAT'L CRANBERRY ASS'N, HANSON, MASS.		
Tuesday Oct. 11- Oct. 16	BETTER HOME SHOW AND HEART HOME EXHIBIT As part of the 1949 Westchester Better Homes Exposition to be held daily from 1 to 11 P.M. on these dates, the Westchester Heart Home will be open for inspection and will be awarded at the close to the person who comes closest to estimating the number of nails used in its construction. A complete line of home furnishings as well as other pertinent materials will be featured at the show. Contact: John C. Bailey, 193 Main Street, White Plains, N.Y.; Publicity: Robert A. Durk, Durk Advertising Agency, White Plains, N.Y.	BETTER HOMES EXPOSITION 201 MAIN STREET	COUNTY CENTER WHITE PLAINS, N.Y.
Wednesday Oct. 12- Oct. 15	TRADE EXHIBIT Over 500 national manufacturers will exhibit every type of hardware and houseware, fishing and hunting equipment and sporting goods at this annual show for the trade only. Hotel reservations can be arranged for out-of-town manufacturers and advance registration programs may be obtained by contacting: National Hardware Show, 331 Madison Avenue, New York 17, N.Y. Publicity: Ted Black, MU. 2-4802.	NAT'L HARDWARE SHOW	GRAND CENTRAL PALACE
Oct. 15- Oct. 22	ROCHESTER HOME SHOW, HOTEL SENECA, ROCHESTER, N.Y. CONTACT: DUBINSKY STONE EXPOSITION, 71 SHARON ST., HARTFORD, CONN.		
Saturday Oct. 15- Nov. 30	HOME FURNISHING EXHIBIT An exhibit to be called "Contemporary Art in the Home" will present the most contemporary furniture and accessories available today to the public under the auspices of the Contemporary Arts Assn. of Houston. This exhibit will mark the opening of their new building. Contact: Robert Preusser, Chairman, Exhibition Committee, 1756 West Main Street, Houston Texas.	CONTEMPORARY ARTS ASSN.	HOUSTON, TEXAS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 17- Oct. 22 1-11 P.M.-	NEW YORK ANTIQUES FAIR New York's annual antiques fair will be held in the 71st Regiment Armory at Park Avenue and 34th Street on these dates, closing at 6:00 P.M. Saturday, October 22. Contact: New York Antiques Fair, Inc., TE. 8-6830.	ANTIQUE DEALERS	71ST REGIMENT ARMORY
Tuesday Oct. 18 9:00 A.M.- 5:00 P.M.	ORIENTAL RUG FORUM AND LUNCHEON An all-day oriental rug forum under the dual sponsorship of the Oriental Rug Institute and the Oriental Rug Importers Assn. will feature such speakers as Earl Glazier of Hardwick & Magee, Stephen Philibosian of Strawbridge & Clothier, E. A. Raventos of Karastan Rug Mills as well as an editorial writer, an interior decorator and others to be announced later. Publicity: Mr. M. Julian, Julian-Lewis, Inc., CI. 7-6027.	ORIENTAL RUG INST. ORIENTAL RUG IMP. ASSN.	HOTEL STATLER NEW YORK, N.Y.
Oct. 21- Oct. 30	JAMESTOWN FALL FURNITURE MARKET, JAMESTOWN, N.Y. CONTACT: MR. P. E. DENNEY, FURN. MFRS. BLDG., INC., JAMESTOWN, N.Y.		
Oct. 23	ORIENTAL RUG WEEK.		
Monday Oct. 24- Oct. 29	SECOND ANNUAL FALL SUMMER FURNITURE MARKET Following up the successful market held last year, the NASFM will hold its second market on these dates. In addition to exhibitions in the Sheraton Hotel there will be displays at the Merchandise Mart, the American Furniture Mart and the Hotel St. Clair. Publicity: Harold J. Siesel, 424 Madison Avenue, New York 17, N.Y., EL. 5-0138.	NATIONAL ASSN. OF SUMMER FURN. MFRS.	SHERATON HOTEL CHICAGO, ILLINOIS

MUSEUM, GALLERY AND GARDEN NEWS

Thursday Sept. 22- Oct. 15	WEAVING EXHIBIT An exhibition of the weavings of Emily Belding, Grete Franke, Trude Guernonprez, Estelle Heller, Robert Sailors, Lore Traugott, Edna Vogel and Lyda Weyl. These hand-woven textiles are suitable for use as upholstery and drapery materials. Contact: Bertha Schaefer, PL. 5-3331.	BERTHA SCHAEFER GALLERY	32 EAST 57TH STREET
Thursday Sept. 22	UNUSUAL PLANT DISPLAY A century plant, so tall that a pane of glass from the greenhouse roof has been removed to permit it to grow, is expected to flower at this time. Contrary to popular belief these plants bloom after 10 years and then die. Century plants are of great economic value as the source of fiber for sisal hemp. They are also used in the production of soap and razor strops. Open from 10 A.M. to 4 P.M. weekdays; from 2 to 4 P.M. Sundays. Publicity: Matthew A. Bassity, MA. 2-4433.	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.
Thursday Sept. 29 Evening	GARDEN LECTURES A series of 12 Thursday evening garden lectures on Fundamentals of Gardening by T. H. Everett, horticulturist, will begin on this date. Publicity: Carol H. Woodward, SE. 3-3200.	N.Y. BOTANICAL GARDEN	BRONX PARK
Oct. 1- Oct. 23	AMERICAN TEXTILES '48. WORCESTER ART MUSEUM, WORCESTER, MASS. CONTACT: AMERICAN FEDERATION OF ARTS, 22 EAST 60TH STREET, NEW YORK, N.Y.		
Oct. 1- Nov. 2	EARLY AMERICAN DECORATIVE ARTS, INDEX OF AMERICAN DESIGN. WORCESTER ART MUSUM, WORCESTER, MASS.		

DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS (Cont'd)

Tuesday Oct. 4- Dec. 4	ANNIVERSARY CELEBRATION "Modern Art in Your Life", an exhibition to show how modern art is a source for much of our daily environment, will occupy the entire 3rd floor of the Museum to commemorate its founding in 1929. Buildings, furniture, useful objects, shop displays and advertisements that are accepted readily and enjoyed by the public are related to, or derived from works of art frequently considered meaningless and even ugly. The exhibition will show how the appearance of popular articles used in everyday living has direct antecedents in the most elusive abstract art. This has been arranged by Rene d'Harnoncourt, Director of the Museum's Curatorial Departments, in collaboration with Robert Goldwater, author, Associate Professor of Art History at Queens College and Editor of the Magazine of Art. <u>Press preview on October 4th by invitation only.</u> Open to the public on October 5th. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART 11 WEST 53RD ST.
Wednesday Oct. 19 10:00 A.M.- 5:00 P.M.	VAN GOGH EXHIBIT "Vincent Van Gogh: Paintings and Drawings" - an international loan exhibition arranged by The Metropolitan Museum of Art and The Art Institute of Chicago, will be opened to the press on this date. Paintings and drawings to be shown will come from the collections of Vincent W. Van Gogh of Laren and the Kroller-Muller State Museum at Otterlo, in Holland and from a number of American lenders, including private collectors and leading museums. The exhibition is being arranged with the endorsement and assistance of the Ministry of Education, Arts and Sciences of the Royal Netherlands Government. Open to the public from October 21st through January 15th. Hours: 10:00 A.M. to 5:00 P.M. daily; 1:00 P.M. to 5:00 P.M. Sundays and holidays. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM FIFTH AVE. & 82 ST.
Oct. 20- Oct. 21	ANNUAL MEETING OFFICE MANAGEMENT DIVISION, AMA., HOTEL STATLER, N.Y. CONTACT: COLEMAN MAZE, DEPT. OF MANAGEMENT & IND. REL., N.Y.U., N.Y.	
Thursday Oct. 20- Dec. 18	FAMOUS COLLECTION OF 20TH CENTURY ART The extraordinary Arensberg collection of 20th century paintings and sculptures, previously only to be seen in Hollywood, will be shown publicly for the first time. Publicity: Peter Pollack, CE. 6-7091.	ART INSTITUTE OF CHICAGO MICH. AVE. & ADAMS CHICAGO, ILLINOIS
Friday Oct. 28- Oct. 29	SECOND ANNUAL ORCHID SHOW Opening on the 28th of October in the evening, the second annual orchid show will continue all day on the 29th and will be held in the lobby of the American Security & Trust Co., 15th and Pennsylvania Avenue, N.W., Washington, D.C. Contact: Linnaeus T. Savage, American Security & Trust Co., 15th and Pennsylvania Ave., N.W., Washington, D.C.	NATIONAL CAPITAL ORCHID SOCIETY AM. SEC. & TRUST CO. WASHINGTON, D. C.
Saturday Oct. 29	PREVIEW OF CERAMIC SCULPTURES A preview of the 14th Ceramic National prize winners will be held at the Syracuse Museum on this date and be open to the public from October 30 to December 4 when the exhibit will tour the country. Publicity: Mary Alice Smith, EL. 5-7300.	SYRACUSE MUSEUM OF FINE ARTS SYRACUSE NEW YORK

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Arlene Hannes, Associate Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

HOME FURNISHINGS CALENDAR is published every Thursday.
There is no charge for any listing. Subscription rates: One year, \$30;
six months, \$18; three months, \$10; single copy, \$1.